

POWER OF ATTORNEY BY ASSIGNEE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Adobe Systems Incorporated, ("assignee"), a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the applications recorded are reel 023538, frame 0077, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Pursuant to 37 C.F.R. § 3.73(b), the assignee references the assignment documents recorded at reel 023538, frame: 0077, that evidence the placement of title in the assignee.

Pursuant to 37 C.F.R. §1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners at Customer Number 65132.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Send all future correspondence to the address associated with Customer Number:
65132.

Assignee of Interest

Adobe Systems Incorporated

345 Park Avenue

San Jose, CA 95110

Dated: 1-5-10

By: Lori Behun

Name: Lori Behun

Title: Patent A Horney

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Adobe Systems IncorporatedApplication No./Patent No.: 10/609,008Filed/Issue Date: 6/27/2003Entitled: Capturing and Presenting Site Visitation Path

Adobe Systems Incorporated

a Corporation

(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest
(The extent (by percentage) of its ownership interest is _____ %)

in the patent application/patent identified above by virtue of either:

- A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel , Frame , or for which a copy therefore is attached.

OR

- B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: Omniture, Inc.The document was recorded in the United States Patent and Trademark Office at
Reel 014731, Frame 0293, or for which a copy thereof is attached.2. From: Omniture, Inc. To: Wells Fargo Foothill, LLC, As AgentThe document was recorded in the United States Patent and Trademark Office at
Reel 022078, Frame 0141, or for which a copy thereof is attached.3. From: Wells Fargo Foothill To: Omniture, Inc.The document was recorded in the United States Patent and Trademark Office at
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- As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

_____
Signature1-510

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney
Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to be had by the USPTO in processing your application. Confidentiality is guaranteed under 37 U.S.C. § 227 and 37 CFR 1.11(e) and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Adobe Systems IncorporatedApplication No./Patent No.: 10/609,068Filed/Issue Date: 6/27/2003Entitled: Capturing and Presenting Site Visitation Path

Adobe Systems Incorporated _____, a _____ Corporation
 (Name of Assignee) _____ (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

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- an assignee of less than the entire right, title and interest
 (The extent (by percentage) of its ownership interest is _____ %)

in the patent application/patent identified above by virtue of either:

- A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy therefore is attached.

OR

- B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

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5. From: _____ To: _____

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6. From: Omniture, Inc. To: Adobe Systems Incorporated

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- Additional documents in the chain of title are listed on a supplemental sheet.

- As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

1-S-10

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney
 Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. This will vary depending upon individual circumstances. Any comments or requests for time you require to complete this form should be directed to the Patent and Trademark Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Total Assignments: 4

Patent #:	NONE	Issue Dt:	Application #:	10609006	Filing Dt:	06/27/2003
Publication #:	20040059746	Pub Dt:	03/25/2004			
Inventors:	Brett Error, John Pestana					
Title:	Capturing and presenting site visitation path data					

Assignment: 1

Reel/Frame:	014731/0293	Recorded:	11/28/2003	Pages:	3
Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).					
Assignors:	EROK, BRETT			Exec Dt:	10/24/2003
	PESTANA, JOHN			Exec Dt:	10/30/2003
Assignee:	QMNITURE, INC.				
	1358 WEST BUSINESS PARK DRIVE				
	OREM, UTAH 84601				
Correspondent:	FENWICK & WEST LLP				
	AMIR H. RAUBVOGEL				
	801 CALIFORNIA STREET				
	SILICON VALLEY CENTER				
	MOUNTAIN, CA 94041				

Assignment: 2

Reel/Frame:	022070/0141	Recorded:	01/08/2009	Pages:	12
Conveyance: SECURITY AGREEMENT					
Assignor:	QMNITURE, INC.			Exec Dt:	12/24/2008
Assignee:	WELLS FARGO FOOTHILL, LLC, AS AGENT				
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	SANTA MONICA, CALIFORNIA 90404				

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IRVINE, CA 92612

Assignment: 3

Reel/Frame:	023525/0335	Recorded:	11/17/2009	Pages:	8
Conveyance: RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).					
Assignor:	WELLS FARGO FOOTHILL, LLC			Exec Dt:	10/23/2009
Assignee:	QMNITURE, INC.				
	550 EAST TIMPANOGOS CIRCLE				
	OREM, UTAH 84097				

Correspondent: ROBERT C. KOWERT

P.O. BOX 398
AUSTIN, TX 78767-0398

Assignment: 4

Reel/Frame:	023538/0077	Recorded:	11/18/2009	Pages:	20
Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).					

Assignor: OMNITURE, INC.

Exec Dt: 11/12/2009

Assignee: ADOBE SYSTEMS INCORPORATED

345 PARK AVENUE

SAN JOSE, CALIFORNIA 95110

Correspondent: ROBERT C. KOWERT

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